

DE *sign* LUXE

LIVING & LIFESTYLE

DESIGN | INTERIOR | REAL ESTATE | LIFESTYLE | GARDEN



MEDIA DATA

Our offer 2025: Your advertising partner for a precise target group approach in the interior and design sector.

„Design DE LUXE provides discerning readers a selected overview of high-quality living space, design innovations, stylish interiors and unique properties.“

SABINE JÄGER & PETER SYRCH, EDITORS

MAGAZINE



NEWSLETTER

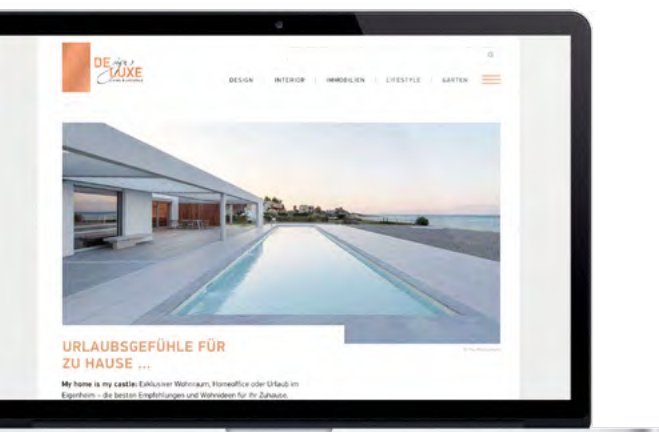


SOCIAL MEDIA



[f](#) [@](#) /designbrauchteinenrahmen

WEBSITE



MAGAZINE DESIGN DE LUXE



> 51.600
MAGAZINE READERS

PUBLICATION DATES

April 25 and September 12, 2025

PRINT MATERIALS

kommunikation@designatelier.at

Color Profile: ISO coated V2 ECI

FORMAT

223 x 297 mm

FINISHING

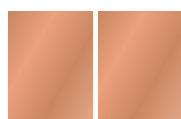
Cover made of high-quality fine linen with 270 g/m², refined with titanium foil with microembossing and partial glossy UV varnish

DISTRIBUTION

- 10.500 copies – postal dispatch to design fair visitors*
 - 430 copies – postal dispatch to top decision makers Architecture & Real Estate
 - 5.000 copies – Design Atelier VIP distributor
 - 900 copies – postal dispatch to premium hotels
 - 1.990 postal dispatch to design retail stores
 - 3.400 copies – Premium distribution via Redmail (Vienna Districts: 1010, 1130, 1180, 1190 and also surrounding areas)
 - 4.000 copies – distribution at the fairs Design Days & Design District
- + 25.400 digital distribution via E-Magazine to our fair visitors*

* Registered visitors of the Design Days and the Design District

AD RATES



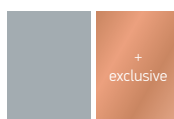
Double page 2/1
446 x 297 mm + 3 mm O.D.

€ 17.750,-



Single page 1/1
223 x 297 mm + 3 mm O.D.

€ 10.240,-



Special placements
(U2, U3, U4 as well as 1st page)

€ 14.200,-

BEST SERVICE • BEST PRICES
Find more
"best practice"
examples on
our website!

"BEST PRACTICE"

Theme series getting developed with the Design DE LUXE editorial team:

2 Pages: € 7.000,-

4 Pages: € 12.000,-



DIGITAL ADVERTISEMENT NEWSLETTER



40 %
OPENING RATE



> 25.400
SUBSCRIBERS



10 %
CLICK RATE



Editorial article (1 x | 4 x | 8 x)

Requested link to external page • reporting

€ 930,- | € 3.130,- | € 5.200,-

Single Brand Newsletter

Exklusive presentation • requested link to external page • reporting

€ 4.725,-

Property of the week

Special placement • Project presentation • requested link • contact details

€ 1.000,-

Pre-report/post-report on your event

2 editorial articles as a preview/review

+ Photographer

+ Video

+ Picture gallery

€ 1.300,-

€ 525,-

€ 930,-

€ 470,-

Give Away

1 editorial article (plus provision of a prize with a minimum value of € 150,-)

+ Purchase of participants per contact

€ 930,-

€ 3,-

All Inclusive

Digital content story editorially prepared on design-deluxe.at with start page placement • 1 editorial newsletter article with external link &

header placement • Facebook- & Insta-Posting

€ 1.650,-

All packages (except advertising banners) incl. creation/design (text & image provided by you).



DIGITAL ADVERTISEMENT WEBSITE & SOCIAL MEDIA

DISPLAY ADVERTISING ON DESIGN-DELUXE.AT

Perfectly in position – your strong partner for your strong online campaign.



DESKTOP

- Leaderboard/Superboard banner (728 x 90 px)
- Sitebar (300 x 600, scalable)

1 month at fixed price!

€ 1.575,-

€ 1.995,-

MOBILE

MMA banner (320 x 50 px)

Max. Size of advertising material: 160 KB

€ 1.995,-

SPECIAL TOPICS ON DESIGN-DELUXE.AT

Please contact us for your individual offer.

SOCIAL MEDIA POSTING

Posting on Facebook & Instagram + customer targeting, linking, hashtag – promotional content in editorial appearance.

€ 515,-



> 1.500
MONTHLY INTERACTION



> 8.800

FOLLOWER ON SOCIAL MEDIA



> 3.500

REACHED ACCOUNTS PER MONTH



„3 Brands – 1 Mission“

**DESIGN
DAYS**

16. - 18. MAY 2025

**DESIGN
DISTRICT**

3. - 5. OCT 2025

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